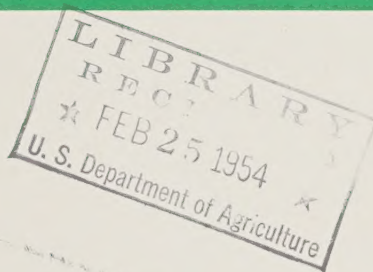


62.61
STASSEN FLORAL GARDENS, Inc.
ROSLYN HEIGHTS, N. Y.

STASSEN

SPRING 1954
BULB PLAN



SECTION 34.66, P.L. & R.
U. S. POSTAGE
PAID
Permit No. 12
Roslyn Heights, N. Y.

A CATALOG — All Your Own!

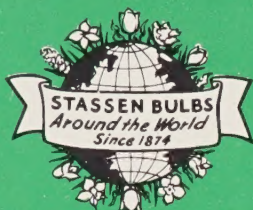
Profusely illustrated in color.
Can be used as self mailer.
Minimum postage.

See Special Price List in Center Spread

Spring 1954

STASSEN BULB

SALES PLAN



**MORE ECONOMICAL, MORE EFFICIENT AND
MORE CONVENIENT THAN EVER BEFORE**

EACH year, more and more progressive dealers become steady purchasers of GENUINE HOLLAND BULBS through the STASSEN BULB SALES PLAN. Why? Because it is the simplest, most convenient and most profitable method . . . you require only the smallest possible overhead, eliminating left over stock . . . because you are sure of good profits and better yet FULL PROFITS not dissipated by time, waste, or expenses.

You distribute to your customers a four-color, six-page catalog bearing your name only. If you wish, you stock a reasonable supply of bulbs sufficient for your customers' convenience and over the counter sales—at more liberal discounts. You tell us to ship individual orders direct to your customers under your name and label.

✓ Your Own Spring 1954 Catalog in Full Color

This sales-making catalog (SAMPLE HEREWITH) is finely illustrated in true color. Every Dahlia, Glad, Lily, Begonia and other Summer Flowering Bulbs are proven best sellers—many new in '54. The many "specially priced collections" will increase unit sales per customer and in turn invite future orders because of the quality and value of the bulbs offered.

Even dealers who have never stocked Summer Flowering Bulbs to any degree will find sales unusually profitable without risk or experience.

CATALOG PRICES

IMPRINTED WITH YOUR NAME AND ADDRESS

\$52.50 per 1,000 Copies

\$29.00 for 500 Copies

(WITHOUT IMPRINT \$5.75 per 100 Copies)

✓ Liberal Discounts on Bulbs Ordered Direct — Your Discount Now 50%

On the next TWO PAGES are listed the varieties shown in the catalog. The first column shows the retail price per 100 (the price your customer would pay in this

quantity—higher by the dozen) and the second column shows wholesale prices per 100 representing a discount of 50% F.O.B., Roslyn Heights, New York.

SUPPLY OF BULBS

You can draw your requirements as you need them throughout SPRING BUYING MONTHS. Your orders are shipped promptly even at the very height of season. All varieties in Collections are separately packed and labeled.

✓ Shipments Direct to Your Customers Under Your Own Label — Your Discount Is 40%. We Pay All Wrapping and Transportation Charges.

The use of the new Catalog has made it possible for dealers, in most cases, to fill bulb orders without even having to stock the bulbs. When an order from the catalog is received by mail, phone, or in person, the dealer merely sends a copy of the order with his label containing customer's name and address to STASSEN, who packs 'em, and pays the postage, under YOUR LABEL, direct to customer, no matter how large or small the order; and bills you 40% off the retail prices listed in your catalog. STASSEN pays all shipping charges including increased rates.

Could anything be easier or more clean-cut? No risks, no stock, no bother!

When Stassen ships direct for you, complete planting instructions are included with every order to your customer.

✓ PRE-PACKAGED BULBS FOR FAST SELF-SERVICE SALES

Stassen offers TOP QUALITY GLADS IN MESH BAGS in mixed selections; and GLADS, and DAHLIA Varieties BY COLOR, IN SPECIAL AIRIATED POLYETHYLENE BAGS for self-service, and over-the-counter sales. You save counting, packing, clerk's time and needless handling of stock. All popular quantities, all first quality bulbs. Order a supply of Prepackaged Bulbs — they sell on sight, for fast turnover.

STASSEN FLORAL GARDENS, INC.
ROSLYN HEIGHTS, N. Y.

HILLEGOM, HOLLAND • SPALDING (Eng.) • HILDEN • PARIS • BERN

1954 NET WHOLESALE PRICE LIST

Gladiolus

Top Size

	Retail Catalog Price Delivered 50	Wholesale Price f.o.b. Roslyn, N. Y. 100 1000
Aranjuez. Orange	\$3.75	\$3.50 \$27.50
Elizabeth The Queen. Lavender-Ruffled	3.75	3.50 27.50
General Eisenhower. Begonia Rose	4.00	3.75 30.00
Hawaii. Smoky, Brownish-red	4.50	4.25 35.00
Hopman's Glory. Golden yellow	3.75	3.50 27.50
Jo Wagenaar. Dark Carmine-red	5.00	4.75 40.00
Junebells. Snow-white	3.25	3.00 25.00
Leeuwenhorst. Salmon-pink	3.50	3.25 25.00
Lilac Time. Dark Lilac with purple-red blotch.....	4.25	4.00 32.50
Mansoor. Ruby-red	4.25	4.00 32.50
Modern Times. Carmine-purple	4.25	4.00 32.50
New Europe. Bright red	3.25	3.00 25.00
Palet. Crimson red with blue blotch.....	4.50	4.25 35.00
Paul Rubens. Finest purple	3.75	3.50 27.50
Picardy. Apricot pink	3.75	3.50 27.50
Prince Charming. Creamy-white with rose picotee edge	5.25	5.00 42.50
Rosa Van Lima. Light rose	3.25	3.00 25.00
Snow Princess. Pure White	3.25	3.00 25.00
Spic & Span. Deep pink with light salmon shadings	4.25	4.00 32.50
Spotlight. Yellow with scarlet blotch.....	4.00	3.75 30.00
Bright Red Purple Blue Soft Pink Two-Tone Pure Yellow Snow-White Smoky Salmon	3.00	3.00 24.00
DeLuxe Mixture of All Colors	2.90	2.75 22.50

Small Flowered DECORATIVE GLADIOLUS

Canaletto. Yellow with carmine blotch	4.50	4.25 35.00
Copernicus. Coppery-orange	3.75	3.50 27.50
Her Grace. Lilac-rose	3.75	3.50 27.50
Orange Papillon. Salmon with yellow-carmine blotch	3.75	3.50 27.50
Piccadilly. Red and yellow.....	5.00	4.75 40.00
Potgieter. Orange-red with yellow lips	3.75	3.50 27.50

Begonias Large Size

	1 1/2"-2" 100	2"-up 100
Double. Crimson, rose, scarlet, salmon, 10 yellow, white, mixed colors	\$2.40	\$ 8.00 \$12.00
Single. Mixed Colors	2.50	9.00 —
Frilled. Mixed Colors	2.50	10.00 —
Carnation. Mixed Colors	2.50	11.00 —
Double Pendula. (Hanging) Mixed Colors	2.50	12.00 —
Bouton De Rose. Rosebud, Two-tone pastel	2.65	11.00 —
Double Picotee. Two-tone, Pink and White	2.80	12.00 —
All Types Mixed. Mixed Colors	2.00	8.50 12.25

Lilies Large Size

	10	100
Auratum. White, spotted brown	\$5.50	\$ 2.75 \$25.00
Estate. White longiflorum	3.00	1.50 12.50
Henryi. Apricot Yellow	3.50	1.75 15.00
Pardalimum Giganteum. Orange-red, speckled purple	3.50	1.75 15.00
Philippinense Formosanum. White	3.25	1.65 14.00
Regale. White with Pink	3.00	1.50 12.50
Speciosum Rubrum. Rose-pink, crimson spots	5.25	2.65 24.00
Tigrinum. Salmon, spotted black	2.75	1.40 12.00
Umbellatum Hybrids. Yellow, orange, scarlet, Mixed	3.00	1.50 12.50

Dahlias

Strong Tubers

	Retail Catalog Price Delivered EACH	Wholesale Price f.o.b. Roslyn, N. Y. 10 100
Lucky Star. (Cactus). Rosy Lavender, white center	\$0.60	\$2.70 \$25.00
Barbarossa. (Decorative). Deep red, yellow center65	2.95 27.00

PRIZE WINNING VARIETIES

California Idol. Yellow80	3.70 34.00
Cherokee Brave. Oxblood red90	4.10 38.00
Commando. Deep Lavender75	3.30 30.00
Francis Larocco. Sulphur-yellow40	1.80 16.00
Gallant Fox. Dark Red40	1.80 16.00
Jersey's Beauty. Rose-pink50	2.20 20.00
Laetare. Scarlet and gold90	4.10 38.00
Michigan White. Pure white.....	.80	3.70 34.00
Premier's Winsome. Pink80	3.70 34.00
Sunrays. Orange80	3.70 34.00

POMPON and MINIATURE Varieties

Bishop Of Llandaff. Scarlet. (Miniature)40	1.80 16.00
Buckeye Baby. Buff. (Miniature)40	1.80 16.00
Edith Muller. Rosy Orange. (Pompon)40	1.80 16.00
Fairy. Rose-pink. (Miniature)40	1.80 16.00
Ike. Dark Red. (Miniature)50	2.20 20.00
Mary Munns. Orchid. (Pompon)40	1.80 16.00
Snowclad. White. (Pompon)40	1.80 16.00
Yellow Gem. Creamy yellow. (Pompon)40	1.80 16.00

Imported HOLLAND Varieties

Berger's Masterpiece. (Cactus). Salmon65	2.95 27.00
Father Justinus. (Decorative). Orange60	2.70 25.00
Flirt. (Cactus). Sulphur-yellow80	3.70 34.00
General Eisenhower. (Cactus). Scarlet65	2.95 27.00
Hoek's Glory. (Cactus). Lilac Rose.....	.70	3.20 29.00
Koningsroem. (Decorative). Velvety red65	2.95 27.00
Margaret Rose. (Semi-Cactus) Salmon-yellow center95	4.35 40.00
Snowstorm. (Decorative). Pure White.....	.60	2.70 25.00

UNUSUAL IMPORTED DAHLIA Varieties

Jacques Fath. (Collarette). Scarlet with yellow collar65	2.95 27.00
Murillo. (Mignon). Carmine, purple ring60	2.70 25.00
Sneezy. (Mignon). Snow-white60	2.70 25.00
Frits. (Ball-type). Red, tipped white.....	.70	3.20 29.00
King Albert's Memory. (Decorative). Purple with white tips70	3.20 29.00

Gloxinias Large Size

	10	1 1/2"-2" 100	2"-up 100
Emperor Friedrich. Scarlet, white border	3.00	13.00	20.00
Emperor William. Violet, white border	3.00	13.00	20.00
Hollywood. Velvety purple, ruffled. New	3.00	13.00	20.00
King Of The Reds. Crimson	3.00	13.00	20.00
Mont Blanc. White	3.00	13.00	20.00
Tigrina. Speckled and stained hybrids	3.00	13.00	20.00
Viola. Soft violet	3.00	13.00	20.00
Mixed Varieties	2.60	12.00	18.00

OTHER SUMMER FLOWERING BULBS

	50	100	1000
Acidanthera. Creamy-white, maroon blotch	\$4.25	\$4.25	\$39.00
Anemone De Caen. Single. Mixed Colors	2.25	2.25	20.00
Anemone St. Brigid. Semi-double. Mixed Colors	2.75	2.75	25.00
Hyacinthus Candicans. (Summer Hyacinths). White	8.25	8.25	75.00

Date

ORDER FORM

STASSEN FLORAL GARDENS, Inc.
ROSLYN HEIGHTS, N. Y.

Name

Address

Amount Enclosed \$

Please enter our order for:

Quantity

Price

RECOMMENDED STOCK ORDER OF PRE-
PACKED BULBS (as listed)\$ 44.50

\$.....

PRE-PACKAGED BULBSIn Cotton Mesh Bags containing: 10 Pkgs. 100 Pkgs.
25 GLADIOLUS EXHIBITION MIXTURE.

Jumbo Size\$ 6.20 \$ 60.00

50 GLADIOLUS RAINBOW MIXTURE.

No. 1 size 10.50 100.00

In Polyethylene Bags containing:

10 GLADIOLUS—BRIGHT RED 3.00 28.00

\$.....

10 GLADIOLUS—GOLDEN YELLOW 3.00 28.00

10 GLADIOLUS—SNOW WHITE 3.00 28.00

10 GLADIOLUS—LAVENDER-BLUE 3.00 28.00

10 GLADIOLUS—SOFT PINK 3.00 28.00

10 GLADIOLUS—MIXED 3.00 28.00

1 DAHLIA LUCKY STAR (Cactus) 3.20 30.00

1 DAHLIA BARBAROSSA (Decorative) .. 3.45 32.00

1 DECORATIVE DAHLIA Deep Red 1.60 15.00

1 DECORATIVE DAHLIA Bright Pink 1.60 15.00

1 DECORATIVE DAHLIA Pure White 1.60 15.00

1 DECORATIVE DAHLIA Golden Yellow .. 1.60 15.00

1 DECORATIVE DAHLIA Bronze 1.60 15.00

1 DECORATIVE DAHLIA Lavender 1.60 15.00

1 POMPON DAHLIA Red 1.50 14.00

1 POMPON DAHLIA Orange 1.50 14.00

1 POMPON DAHLIA Yellow 1.50 14.00

1 POMPON DAHLIA White 1.50 14.00

1 POMPON DAHLIA Lavender 1.50 14.00

3 DOUBLE BEGONIAS Crimson 3.00 28.00

3 DOUBLE BEGONIAS Yellow 3.00 28.00

3 DOUBLE BEGONIAS White 3.00 28.00

3 DOUBLE BEGONIAS Pink 3.00 28.00

3 DOUBLE BEGONIAS Mixed 3.00 28.00

1 DOUBLE BEGONIA JUMBO SIZE Red.... 2.00 19.00

3 CALADIUMS Mixed 4.25 41.00

1 CALADIUM JUMBO SIZE Bulb 2.50 23.00

1 GLORIOSA Climbing Lily 4.75 45.00

VARIETIES

CARRY FORWARD

\$.....

	50	100	1000
Montbretia.			
Lady Oxford. Red	4.00	4.00	37.00
Lady Wilson. Orange	4.00	4.00	37.00
Norwich Canary. Yellow	4.00	4.00	37.00
Mixture.	2.50	2.50	22.50
Oxalis. (Flowering Shamrock). Pink.....	1.15	1.15	10.00
Ranunculus. French hybrid Mixture.....	2.75	2.75	25.00
Tigridia.			
Alba. White	4.50	4.50	42.50
Canariensis. Yellow	4.50	4.50	42.50
Lilacea. Lilac	4.50	4.50	42.50
Red Giant. Orange-red	4.50	4.50	42.50
Speciosa. Scarlet	4.50	4.50	42.50
Mixed Colors.	3.60	3.60	33.00
Tuberose. Double. White	4.00	4.00	37.00
Zephyranthes.			
Candida. White	2.25	2.25	20.00
Rosea. Pink	3.60	3.60	33.00
Amaryllis Royal Dutch Red.	EACH	EACH	10
Gigantic Flowers	\$2.50	\$1.25	\$11.00
Amaryllis Royal Dutch White.			
Largest pure white	2.75	1.38	12.00
Amaryllis Hybrids.	10	10	100
American strain. Mixed	\$4.00	\$2.00	\$18.00
Caladiums.			
Candidum. White, green veins	3.50	1.75	15.00
Crimson Wave. Red on green	3.50	1.75	15.00
Mary Queen of Scots. Soft pink	3.50	1.75	15.00
Sorocoba. Green ribs on white	3.50	1.75	15.00
Triomphe de L'Exposition. Red center	3.50	1.75	15.00
Pink Cloud. Pink on green	4.00	2.00	17.50
Fancy Leaved Mixture	3.00	1.50	12.50
Calla Lilies.			
Alba Maculata. White	2.75	1.35	12.00
Elliottiana. Yellow	2.75	1.35	12.00
Pink Superba. Pink	3.00	1.50	13.00
Calla Seedlings. Mixed	3.25	1.68	15.00
Cannas.			
City of Portland. Pink	2.40	1.20	10.00
Red King Humbert. Red	2.40	1.20	10.00
Richard Wallace. Yellow	2.40	1.20	10.00
Gloriosa Rothschildiana (Glory Lily).....	8.50	4.25	41.00
Ismene Calathina.			
(Peruvian Daffodil). White	4.25	2.15	20.00

COLLECTIONS

	Retail Catalog Price Delivered	Wholesale Price f.o.b. Roslyn, N. Y.
1. 60 GLADIOLUS in 20 varieties	\$ 5.15	\$ 2.58
2. 100 GLADIOLUS in 20 varieties	8.00	4.00
3. 30 GLADIOLUS in 6 Decorative varieties	2.45	1.23
4. 40 GLADIOLUS in 8 colors	2.55	1.28
5. 80 GLADIOLUS in 8 colors	4.80	2.40
6. 8 HOLLAND DAHLIAS in 8 varieties	5.15	2.58
7. 24 HOLLAND DAHLIAS in 8 varieties	14.90	7.45
8. 5 UNUSUAL DAHLIAS in 5 varieties	3.00	1.50
9. 15 UNUSUAL DAHLIAS in 5 varieties	8.65	4.33
10. 10 PRIZE-WINNING DAHLIAS in 10 var.	6.50	3.25
11. 30 PRIZE-WINNING DAHLIAS in 10 var.	18.90	9.45
12. 8 POMPON and MIN. DAHLIAS, 8 var.	3.00	1.50
13. 24 POMPON and MINIATURE DAHLIAS in 8 varieties	8.60	4.30
14. 11 HOLLAND and AMERICAN DAHLIAS in 11 varieties	5.75	2.88
15. 18 DOUBLE BEGONIAS in 6 colors	4.25	2.13
16. 30 DOUBLE BEGONIAS in 6 colors	6.90	3.45
17. 21 BEGONIAS in 7 types and colors	5.15	2.58
18. 7 GLOXINAS in 7 varieties	2.20	1.10
19. 25 TIGRIDIAS in 5 varieties	2.25	1.13
20. 9 CALLA LILIES in 3 varieties	2.55	1.28
21. 9 CANNAS in 3 varieties	2.15	1.08
22. 4 SPRING-FLOWERING LILIES, 4 var.	1.50	.75
23. 12 SPRING-FLOWERING LILIES, 4 var.	3.75	1.88
24. 5 FALL-FLOWERING LILIES, 5 var.	2.35	1.18
25. 15 FALL-FLOWERING LILIES, 5 var.	6.05	3.03
26. 9 SPRING & FALL-FLOWERING LILIES in 9 varieties	3.70	1.85
27. 27 SPRING & FALL-FLOWERING LILIES in 9 varieties	9.50	4.75
28. 30 MONTBRETIAS in 3 varieties	2.40	1.20
29. 5 CALADIUMS in 5 varieties	1.80	.90
30. 15 CALADIUMS in 5 varieties	5.00	2.50

PRE-PACKAGED BULBS

in popular **Self-Service Units** for fast, sell-on-sight sales.

Attractive packages which are easy to handle and display. No customer handling of stock. No loss of time in counting, wrapping and labeling bulbs. Bulbs keep in best condition. Only First Quality bulbs included.

ORANGE MESH BAGS

These convenient bags are easy to handle and sell readily.



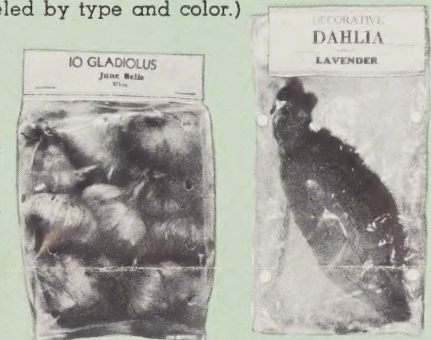
GLADIOLUS

Clean, healthy Gladiolus bulbs packed in strong, orange mesh bags with natural-color illustrated tags.

25 Gladiolus Exhibition Mixture.	10 BAGS	100 BAGS
Jumbo Size Bulbs	\$6.20	\$60.00
50 Gladiolus Rainbow Mixture.		
No. 1 Size Bulbs	10.50	100.00

POLYETHYLENE PACKAGES

(Bags are labeled by type and color.)



The bulbs in these ventilated bags are clearly visible and sell themselves.

These perforated bags keep bulbs in the best condition.

GLADIOLUS

By Color—Large size bulbs, 1½"-2".

Very attractive packages which sell on sight. Each bag contains 10 bulbs.

10 Bright Red	10 Lavender-Blue	10 BAGS	100 BAGS
10 Golden Yellow	10 Soft Pink	3.00	28.00
10 Snow White	10 Mixed		

DAHLIAS—Strong tubers.

Each bag contains 1 healthy, vigorous tuber.

Lucky Star (Cactus)		
Rosy-lavender, white center	3.20	30.00
Barbarossa (Decorative)		
Deep red, yellow center	3.45	32.00

DECORATIVE DAHLIAS—Large Flowering varieties.

Packed 1 each to a bag.

Deep Red, Bright Pink, Pure White, Golden		
Yellow, Bronze, Lavender	1.60	15.00

POMPON DAHLIAS—Popular, free-flowering varieties.

Packed 1 each to a bag.

Red, Orange, Yellow, White, Lavender	1.50	14.00
---	------	-------

BEGONIAS—Large, healthy bulbs 1½"-2".

Packed 3 to a bag.

DOUBLE CAMELLIA BEGONIAS by Color.		
3 Crimson, 3 Yellow, 3 White, 3 Pink,		
3 Mixed Colors	3.00	28.00

BEGONIA JUMBO SIZE BULBS—2½"-up.

Packed 1 each to a bag—Red	2.00	19.00
----------------------------------	------	-------

CALADIUMS

Caladiums, Fancy-Leaved Mixed,		
packed 3 to a bag	4.25	41.00

Caladiums, Fancy-Leaved,		
Jumbo Size Bulb, 2½". Packed 1 each		
to a bag	2.50	23.00

GLORIOSA ROTHSCHILDIANA

The Climbing Lily. Large, strong tuber.

Packed 1 each to a bag	4.75	45.00
------------------------------	------	-------

RECOMMENDED STOCK ORDER

Only the best-selling varieties are included. The bulbs are packed in easy-to-handle packages for fast, over-the-counter sales.

MESH BAGS

10 Bags of 25 EXHIBITION GLADIOLUS MIXTURE.....	\$ 6.20
5 Bags of 50 GLADIOLUS RAINBOW MIXTURE.....	5.25

POLYETHYLENE BAGS

GLADIOLUS IN SEPARATE COLORS (30 BAGS):

5 Bags 10 BRIGHT RED	}	9.00
5 Bags 10 GOLDEN YELLOW		
5 Bags 10 SNOW WHITE		
5 Bags 10 LAVENDER-BLUE		
5 Bags 10 SOFT PINK		
5 Bags 10 MIXED		

DAHLIAS

5 Bags 1 LUCKY STAR	1.60
5 Bags 1 BARBAROSSA	1.73
30 Bags 1 DECORATIVE DAHLIA (5 Bags each of 6 Named Colors).....	4.80
25 Bags 1 POMPON DAHLIA (5 Bags each of 5 Named Colors).....	3.75

DOUBLE BEGONIAS IN SEPARATE COLORS (25 BAGS):

5 Bags 3 CRIMSON,	}	7.50
5 Bags 3 YELLOW, 5 Bags 3 WHITE,		
5 Bags 3 PINK, 5 Bags 3 MIXED		

JUMBO DOUBLE BEGONIA

5 Bags 1 RED	1.00
--------------------	------

CALADIUMS, Fancy-leaved

5 Bags 3 MIXED	2.13
----------------------	------

JUMBO CALADIUM

5 Bags 1 BULB	1.25
---------------------	------

GLORIOSA CLIMBING LILY

5 Bags 1 BULB	2.38
---------------------	------

Total.....\$46.59

YOUR COST F.O.B. ROSLYN HEIGHTS, N. Y. IS.....\$44.50

The average retail value of this stock order is over \$100.00

USE THE STASSEN BULB PLAN — EACH SPRING & FALL
GOOD DISCOUNTS — LESS WORK — NO CARRYOVERS



This RECOMMENDED ORDER FOR STOCK has been compiled through years of experience in knowing the needs of the trade, and the most likely selections of the public.



Exotic Novelty:

RARE CLIMBING LILY!

(*Gloriosa Rothschildiana*)

Unusual red flowers with yellow borders. Elongated leaves have tendrils which cling to any available wall, fence, or trellis. Grows 5 to 6 feet. Long blooming period, profuse flowering. Becoming very popular. For indoor planting, plant from February on; for outdoor planting, plant soon as the ground has warmed up. Lift tubers after first frost.

10 for \$4.25, 100 for \$41.00

(f.o.b. Roslyn Heights, N. Y.)

TERMS: Bills payable, net 30 days to customers of established credit.

A cash discount of 2% will be allowed for payment with order.

CLAIMS: For any cause must be made within ten days after arrival.

SHIPPING: Bulbs are shipped promptly after arrival of first shipment from Holland. All shipments travel at the risk and cost of the purchaser from Roslyn Heights, N. Y., to destination.